

Agriculture Communications

Valid KY Course # 030721

Course Description: This course develops an understanding of fundamental skills necessary to be successful in the agricultural communications industry. Provides guided practice and applied experience utilizing various styles of communication including oral, written, and electronic communications. Techniques of communications will include: traditional print media, brochure development, photography, videography, computer program applications, and Internet usage including e-mail. Leadership development will be provided through FFA. Each student will be expected to have a supervised agricultural experience program.

NATIONAL AFNR STANDARDS	Content/Process Statements Bold = KOSSA Standards, <i>Italic = Academic Expectations</i>
<p>CS.01</p> <p>CS.01</p> <p>CS.02</p> <p>CS.03</p> <p>CS.03</p> <p>CS.03</p> <p>ABS.06</p> <p>CS.03</p> <p>CS.03</p> <p>CS.03</p> <p>CS.03</p> <p>CS.04</p> <p>CS.05</p> <p>CS.01</p> <p>CS.01</p> <p>ABS.06</p> <p>ABS..06</p> <p>ABS.03</p> <p>CS.01</p> <p>CS.02</p>	<p>Students will</p> <ul style="list-style-type: none"> demonstrate employability and social skills relative to the career cluster. EA1, EA 7, EA 3, EA 5; 1.1, 2.36, 2.38 develop skills in public, extemporaneous and impromptu speaking. OL 2, AA1; 1.12 communicate to resolve conflict and promote team building. EC 1, EC 2, EC 3, EE 1; 5.4, 2.16 perform computer skills related to word processing, desktop publishing, multimedia presentations and computer graphics. OL 4, OL 14, OL 7, OL 8; 1.16 develop skills related to proper telephone usage. OL 6; 2.37 develop skills to produce print quality newspaper and magazine articles. OL 7; 1.11 develop skills to produce brochures and sale ads. OL 8; 2.22, 1.16 develop skills for photography and videography used in communications. OL 9; 1.13 utilize skills developed to produce radio and television ads/promotions. OL 11; 1.12 develop skills needed to produce multimedia presentations. OL 5; 1.16 utilize the Internet for research, E-mail, and basic communication processes. AA 1, AA 5, OL 14; 1.16 understand how non-verbal communication plays a part in interpersonal development. AA 6, OL 15; 1.15, 2.16 conduct meetings by using parliamentary procedure. OL 16; 1.10, 2.30 learn to develop and complete professional quality resumes. EA 8, OL 17; 2.38 learn techniques to assist in applying and interviewing for a job. EA 9, EA 10, OL 21; 2.38 demonstrate the ability to do market research and organization for presentations. OL 18, OE 3; 1.1, 2.30, 1.11, 2.37 plan, organize and deliver a sales presentation. OL 19; 1.11, 2.13, 2.18 maintain records on supervised agricultural experience program and be able to summarize and analyze results in making financial decisions. OL 20; 1.11, 2.16 utilize activities of FFA as an integral component of course content and leadership development. OL 21; 2.37 apply science, math and communication skills within the technical content. AB 1. OL 22; 1.9, 1.10, 1.12
	<p style="text-align: center;">Connections</p> <ul style="list-style-type: none"> National Standards for Agriculture, Fiber and Natural Resources (AFNR) Kentucky Occupational Skill Standards (KOSSA) – Ag. Education, Communications, Ldrship Kentucky Core Content for Assessment Version 4.0 FFA Connections: Ag. Education Proficiency, Job Interview CDE, Parly Pro CDE, Speaking CDEs, Agriculture Issues CDE, M